

THURSDAY, JULY 7, 1938

**RAY BROOKS**  
**SHOP TALK**

(Inasmuch as the new CBS-KNX transmitter is located in North Torrance and will soon be flinging both good & bad radio programs all over the Universe, the following chat about the new Columbia studios in Hollywood—picked up on a tour thru the plant one day last week—might be interesting.—Shop Talk.)

UNLESS YOU WERE A RADIO STATION YOU PROBABLY WOULDN'T KNOW: That a trip thru Columbia Square (as it is so cunningly called) is well worth the 40c toll! (How should I know? I got in on a pass!)

That the station's continual use of "On the air from Columbia Square" rather gets in my hair. How about you?

That there are 114 stations in the CBS network, with KNX the "key" station on the Pacific coast. All programs coming from the east must pass thru Los Angeles, thence north to San Francisco, Portland, Seattle, Spokane and into Montana. And vice versa.

That CBS transmits all programs via leased telephone wires to the stations where they are broadcast.

That the president of CBS is only 31—summers old now, took over the chain at 26 when there were but 19 stations affiliated.

That CBS has two associate stations in the Hawaiian Isles, one in Honolulu, other in Hilo.

That the new Columbia Square is a super-masterpiece of streamlining, with no windows and fully air-conditioned. (Our guide told us a visitor asked him how long it would take for everyone to suffocate if the

**Mashers Annoy Wife Going to Meet Husband**

"Mashers"—who are described by police officers here as "the lowest form of life"—are being sought for annoying the wife of a National Supply worker who nightly leaves her home to accompany her husband returning from work. The local woman has been accused several times recently on her way to the industrial plant and only escaped her annoyers by running from them.

ventilating system went on the fritz!)

That the guides for gawking tourists are young fellows who "go to school" most of the time, show people around in their spare moments. After two years' study of every department they are finally placed where they are most likely to succeed. In Hollywood there are six, with applications a foot high. The New York studio has twenty.

That the broadcasting studios (there are four pairs, each pair identical to the others) are the last word in such things, being boxed in with small steel springs and are completely independent of the walls. The springs absorb any vibration from without. The studios' inner walls are lined with about three inches of sound absorbing material to soften opera singers screaming high C's.

That a technician, called a "mixer," watches every broadcast from a sound-proof "telephone booth," keeps sounds "mixed" just right so that a shrill tone won't tear the innards outa yer raddio.

That each visitor is given the opportunity to record his voice on an electrical transferring gadget, have it played back at him. (If you've never heard your own voice you'll be amazed what it sounds like.)

That the sound effects department is the most interesting of all. The sound technician demonstrates different equipment, shows you how commonplace sounds are made with the most commonplace tools. A few examples:

Footsteps in the snow are made by squeezing a small bag of corn starch! Booming of guns are simulated by hitting a tightly stretched piece of common insect screen. An ordinary strawberry box is smashed close to the mike when depicting the crashing-in of a door. An explosion and subsequent landslide are brought to life by the use of a 12-inch rubber sphere (like a basketball bladder). The sphere has a few buck shot in it. The operator merely gives it a sharp flip (that's the explosion) lets the buck shot roll back to the bottom of the ball (that's the landslide). The thing is so real you start for cover! Automobile & airplane motors are recorded from life. So are train noises. Crashes of any of these are made by throwing assorted junk on the floor.

That if the tourist trade continues at 40 times a head it won't take them long to pay for the building.

That I was tremendously impressed by the realization that such a colossal plant with its highly developed equipment has sprung from the lowly "crystal set" and in so few years.

That despite the millions of dollars invested in both land, buildings, trained technicians and the most efficient & powerful radio broadcasting equipment it is possible to obtain... despite all this, the station CAN PRODUCE BUT ONE PROGRAM AT A TIME!

**French Claim Salads Have "Love Charm," New Recipe Created by Home Economist**

Freshly-cut pineapple, sliced radishes and salad greens tossed with French dressing is one of the newest of flavor combinations to make salad history.

Making a timely bow in the season when the great out-of-doors beckons and appetites call for something cold and crisp, this recipe, created first in the testing kitchens of Servel, Inc., is a "pet" of Gladys B. Price, home service supervisor of the Southern California Gas company, who urges homemakers to add it to their "salad repertoire."

"In France, where salads were born, they have a proverb which declares that salads have a 'love charm,'" says Miss Price. "Furthermore, the adage advises a wife to serve one to her husband every day to hold him in thrall, 'even if she has to send to Rome for it!'"

Has Health-Giving Qualities "The modern woman, however, has only to send to the corner market for her salad ingredients and by keeping them stored in her gas refrigerator, she can serve the most tempting salads with a few minutes preparation, remain as cool as the cucumbers she uses in the salad bowl, and as independent (from the kitchen) as the Fourth of July.

"There's reason enough why salads should have a 'love charm,'" she went on. "Their colorful appearance whets the appetite, and the health-giving qualities of salad greens keep a husband feeling fit and in good humor."

"This new recipe may be tossed together in a few minutes, yet when brought to the table, its gay color and tantalizing flavor will bring forth a chorus of praise. The complete recipe is as follows:

To Keep Greens Crisp "Cut a medium sized pineapple into small 'fingers,' add one-half cup of sugar, and store in gas refrigerator until thoroughly chilled. Slice eight or ten radishes, combine with the pineapple just before serving, and place on a bed of mixed salad greens.

"For the dressing, a simple French dressing was used, made with one-half cup salad oil, one-fourth cup vinegar, three-fourths teaspoon of salt, a dash of pepper, and a dash of bitters. The bowl in which the dressing was mixed was first rubbed with a cut clove of garlic.

"The salad should be served in a large bowl, arranged attractively, with a dressing added just before serving and the salad then tossed lightly. The simplest method of keeping salad greens crisp is to wash them carefully under cold running water, to drain well, then to place them in one of the two vegetable fresheners provided in the gas refrigerator. They will remain garden-fresh here for days.

Ideal For Molded "These vegetable fresheners pull out like drawers, the covers remaining attached to the special rack provided, so that while one stands before the refrigerator, greens may be selected quickly and easily and the freshener then replaced. No trip to the sink is necessary.

"Another feature of the new gas refrigerator that comes in handy during the salad season is the two-way glass cover-

**Hypnotist Held**



Glendale, Cal., police held Robert Avery Gilbert, one-time famed stage hypnotist, following the mysterious death of 23-year-old Mrs. Marie Colombos, an expectant mother. Gilbert, who recently assisted in a "post hypnosis" birth for another woman, told authorities he was called to prevent childbirth for Mrs. Colombos.

**Million Checks Sent to State's Jobless Workers**

Check writing machines at the Department of Employment have clicked off the state's "millionth" unemployment compensation benefit payment, according to Carl L. Hyde, executive director.

"The million benefit checks written by the Department represent more than \$10,000,000 distributed throughout the state," Hyde said. "We have gone a long way since February 14, when Check No. 1 was handed out by Governor Merriam in Los Angeles. Even with the distribution of \$10,000,000, the Department's reserve in the Unemployment Trust Fund has not been depleted materially."

**CLUBS MEET TONIGHT**

A joint meeting of the Rotary and Kiwanis clubs will be held tonight at the Legion clubhouse with the Rotarians providing the program.

**Shoe Caught, Loses Foot**

MARTINS FERRY, O. (U.P.)—William Eyle, 14, saved his life but lost one foot when his shoe caught in a railroad switch as a train approached.

**PITTSBURGH PAINT**

ON YOUR HOME IS THE Best Investment You Can Make... Smart Home Builders Demand It!

**CITY**

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**Golden Spade Used**  
PHILADELPHIA (U.P.)—Henry W. Breyer, turned over the first earth to open construction of an addition to the Park Congregational church with the same golden spade his mother used as a little girl broke ground for the church 32 years previously.

**REDONDOAN FINED**  
William W. Reed, 31, of Redondo Beach, was fined \$25 or 10 days in jail for being drunk in an auto here Tuesday night.

**COUNCIL MEETS TUESDAY**

The next regular meeting of the city council will be Tuesday night, July 12.

**WE TAKE CARE of That Mussed Up "After the 4th" Appearance Your Clothes Have!**

• You couldn't possibly have had a happy holiday (and we hope you did) without soiling and musing your clothes. We have the cure for that! Just bring in your garments and let us return them to you spick and span and just like new!

**PIPER'S CLEANERS**  
1344 POST PHONE 370

**TORRANCE PLUMBING CO.**

• GUARANTEED PLUMBING REPAIR SERVICE •

Servel Electrolux Refrigerators  
Andrews Fraser Floor Wall Heaters • Furnaces  
Magic Chef Gas Ranges  
General Water Heaters

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PHONE 60 1418 MARCELINA AVENUE

**A LUXURY ICE CREAM AT AN ECONOMY PRICE!**

While Party Pride Ice Cream is at the head of the class in flavor and texture, its price pleasantly low. Wholesome milk and cream, real fruits, expensive vanilla and chocolate give this ice cream its extra rich, extra good taste. Safeway's efficient methods of distribution bring it to you at every day low prices.

Your neighborhood Safeway is featuring another Party Pride product that you'll enjoy too—Party Pride Sherbet. This sherbet is offered in delicious fruit flavors, a new one every few days.

Buy a carton or two of Party Pride Ice Cream and Party Pride Sherbet at Safeway today. Treat your family with these luxurious frozen desserts.

**PARTY PRIDE ICE CREAM**  
Your choice of chocolate, vanilla or strawberry. This week's special (in quarts only) is Vanilla Ice Cream with Orange Sherbet.  
Per Pint 15¢ Per Quart 27¢

**PARTY PRIDE SHERBET**  
ANOTHER ECONOMICAL DESSERT  
This week your Safeway grocer is featuring Fresh Orange Sherbet. Look for the green package.  
Per Pint 10¢ Per Quart 19¢

**CANNED FOODS**

Fruit Cocktail	Dainty Mix Assortment	No. 11	11c
Castle Crest Peaches	No. 2 1/2	15c	
Sliced Pineapple	Dole, Libby or Del Monte	2 cans	31c
Del Monte Pineapple	Fancy No. 1 1/2	9c	
Pineapple Juice	Del Monte or Dole	No. 2	20c
Tomato Juice	C. H. B. brand	3 cans	20c
Asparagus Tips	Stokely brand	10	15c
Pork & Beans	Van Camp's	8c	11c
Libby's Peas	20-oz. can	3	29c
Chili Sauce	Las Palmas brand	5-oz. can	8c
Hornel Spaghetti	With Meat Balls	1 1/2-lb. can	16c
Chicken & Noodles	Layden or Milani	16-oz. can	23c
Sardines	Spirit of Norway Packed in Oil	3 No. 1/2	25c
Tiny Tot Sardines	Fancy quality	No. 1/4	15c
Del Monte Tuna	Light Meats	No. 1/4	15c

**SPREADS & DRESSINGS**

Peanut Butter	Beverly brand	25c	1-lb. 15c
Pure Honey	2-pound jar	2-lb. 25c	1-lb. 15c
Oleomargarine	Robin Hood	2	25c
Piedmont Mayonnaise	Lucerne	19c	Quart 33c
Salad Dressing	Cascad	13c	Quart 23c

**MISCELLANEOUS VALUES**

Fresh Bread	Julia Lee Wright's	16-oz. 8c
Every loaf is dated!	White or Wheat	16-oz. loaf, 11c
Toasted Bread	White or Wheat	16-oz. loaf, 7c
Every loaf is dated!	Sliced or Un-sliced	16-oz. loaf, 9c
Coffee Cream	Lucerne	16-oz. bottle 9c
Quart bottle 28c	(Prices in L. A. metropolitan area)	
Dark Karo Syrup	Red Label	1 1/2-lb. can 12c
Light Karo Syrup	Blue Label	2 1/2-lb. can 25c
Hershey's Syrup	Chocolate variety	16-oz. can 10c
Kingsford Corn Starch		16-oz. box 8c
Jels Rite Liquid Pectin	8-ounce box	10c
Pen-Jel Powdered Pectin	3-oz. pkg.	10c
M.C.P. Powdered Pectin	3 pkgs.	25c
Jell-well	Extra-flavor Gelatin dessert	3 pkgs. 12c
Freezing Mix	Jell-O brand	3 cans 25c
Max-i-mum Milk	Evaporated Full size can	3 for 16c

**Fruits and Vegetables**

APRICOTS	4 lbs.	10¢
POTATOES	10 lbs.	10¢
STRING BEANS	3 lbs.	10¢
SWEET CORN	3 ears	10¢
CARROTS	Large, clean bunches	3 for 5¢
WATERMELONS	Klondykes, Fine flavored	1¢
CANTALOUPE	Chick meated, large size	6¢
CUCUMBERS	Long, green, crisp	5 for 10¢

**BEVERAGES**

Canterbury Tea	Black Tea	15¢
Black Tea	Canterbury-Individual	19¢
Snowy Peak Root Beer	3 1/2-ounce bottles	25¢
Snowy Peak	Root Beer, Grape or Strawberry Soda	12-oz. 5c

**CRACKERS & CEREALS**

Soda Crackers	Autho's brand	1-lb. box 10c
Butter Spray Crackers	Outright's brand	1-lb. box 17c
Alber's Corn Flakes		8-oz. box 5c
Ralston Checker Oats		20-oz. box 8c
Ralston Cereal	Whole Wheat	24-oz. box 21c

**HOUSEHOLD ITEMS**

White Shoe Polish	No-Rub brand	2-ounce bottle 10c
No-Rub Shoe Polish	For White Shoes	6-ounce bottle 19c
Giant White King	Laundry 3 bars	11c
Palmyre Toilet Soap	2 bars	11c
Toilet Soap	Regular-Packed	8-oz. box 8c
Super Suds	In large red box	22-oz. 18c
Super Suds	Concentrated	2 24-oz. boxes 35c
Old Dutch Cleanser	3 cans	20c
Su-Purb Soap	Easy on hands	2 24-oz. boxes 35c
Zee Toilet Tissue	White or Tinted	4c

**Well, Folks... Another Surprise For You!**

**MID-SUMMER CLOSE-OUT**  
on **ALL LAWN MOWERS**  
15% OFF

New DEER RIFLES 30-30 \$26.50  
USED SHOT GUNS \$7.50 (12 gauge and up)

15% OFF ON ALL DOG HARNESS

15% OFF ON ALL LADY'S SHEARS  
Only the Best Quality!

A SPECIAL 10% OFF ON ALL **House PAINTS**  
In Quantities of 4 Gallons and up!

Of Course, It's **SHERWIN-WILLIAMS!**  
If it's Cheap Paint you Want... Just Ask for It!... I have it!!!

**WORRELL**  
The Hardware Man  
Where a \$ Goes Farther!  
1517 CABRILLO AVE.  
Phone 167-M

**THIS WEEK'S SUMMER SPECIAL!**  
1/4 OFF REGULAR PRICES!

**LEATHERETTE HASSOCKS** \$2.07 to \$5.21  
Asst. Colors and Styles.

**Special On Smokers!!**...  
Equipped with automatic spring door, 95¢ to \$5.95  
several styles and colors.  
THESE ITEMS DISPLAYED IN OUR WINDOWS!

**LA MODE FURNITURE**  
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**CLUBS MEET TONIGHT**  
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**PITTSBURGH PAINT**  
ON YOUR HOME IS THE Best Investment You Can Make... Smart Home Builders Demand It!

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**MEATS**  
Tender, flavor-perfect meats every time, through the Safeway plan of meat merchandising. Top quality meats, control-aged to peak of tenderness and flavor, cut waste-free, and delivered in refrigerated trucks to your nearby Safeway. For genuine eating satisfaction, serve Safeway Guaranteed Meats!

**PRIME RIB** lb. 29¢  
Short cut roast from the first five ribs of Safeway Guaranteed Beef. The aristocrat of oven roasts.

**LAMB LEGS** lb. 27¢  
Lamb legs cut from Safeway Guaranteed genuine spring lamb. Shankless, no excess bone.

**BEEF ROAST** lb. 17¢  
A delicious roast from center of seven bone cut of Safeway Guaranteed beef. Fine with noodles.

**PORK SAUSAGE** 25¢  
Pure pork and spices. In bulk, lb.

**BOILING BEEF** 8¢  
From plate rib of beef.

**SHORT RIBS** 10¢  
Fine to bake or braise.

**KEEN SHORTENING** 10¢  
Amazing new shortening...lb. (Sold in the grocery department).

**BOOTH'S TASTY LOINS** 25¢  
Filet of haddock or fillet of cod. lb.

**NORTHERN HALIBUT** 21¢  
(Sliced, per lb. 23c) In the piece lb.

**NORTHERN COD** 13¢  
(Sliced, per lb. 15c) In the piece lb.

**STEAKS** Porterhouse, Club, Sirloin or T-Bone.  
Tender, juicy steaks cut from Guaranteed Beef. Try one tonight, broiled.

**ROBERTS LIQUOR STORES**

SPECIALS THURSDAY, FRIDAY, SATURDAY! JULY 7, 8, 9

STORAGE HOURS: OPEN 8 A.M. CLOSE 2 A.M.

**Buy BEER at Roberts!!**  
ALWAYS CHILLED PROPERLY!  
Lower Prices... Greater Variety!

**FINER FLAVOR BEER**  
CANNED BEER 3 for 25¢  
or ALE

11 Ounce BOTTLES 4 for 25¢  
FULL QUARTS 15¢  
(Deposit on Bottled Beer)

**ROBERTS NORTHERN CALIFORNIA**  
Port, Sherry, Muscatel, Angelica and Tokay

**BULK WINES**  
25¢ QUART 98¢ GALLON

**ROBERTS DRY GIN**  
90 Proof 100% Grain Neutral Spirits  
Full 1.30 Quart. 69¢ Pint

**Just-Rite DRY GIN**  
1-5th Gallon 65¢

**BROWN DERBY PILSNER**  
It's TWINS with IMPORTED IN STOWAWAY BOTTLES

4 11-oz. 25¢  
32-ounce bottle 15¢

**PADRE BEER**  
11-ounce bottle 5¢  
22-ounce bottle 10¢  
Bottle deposits are extra. Beer is offered for sale only in Safeway stores located to sell it.

**SAFeway**  
Your Neighborhood Grocer

These Prices Are Effective Through Saturday, July 9  
With exceptions noted, these prices are effective in Safeway-operated departments of all areas within the five miles of metropolitan Los Angeles.

Sales tax will be added to retail prices on all taxable items.